



## The Dawn of a New Baking Day

**A**BOUT a year ago, two men came out of the offices of this country's largest and most successful chemists. They each carried a half dozen pound packages. Each went to his wife and said: "Here is a new baking powder, please try it and see how you like it." The wives tried it in biscuit and cake, and were amazed at a new kind of lightness and fineness, something they had never experienced before. They tried again and again, with exactly the same results.

The remaining cans were sent to friends and relatives. They were asked to try the new powder. Results were astonishing. Here were now twelve women who had tried the new powder each in her own individual way and each of them had a surprise in discovering new degrees of goodness in baking.

They sent cans of the new powder to friends and relatives in the South—the land of wonderful cooks—to New England and a half dozen different cities. Word began to come back: "What magic powder is this you have sent? We never before have seen or heard of such light and wholesome baking."

### Tried and approved by experts

Then samples were sent to half a dozen of the most famous cooking experts—women whose names are household words—whose "say-so" is authority on baking the land over. They were asked to try it out and say unreservedly what they thought.

The replies were half a dozen letters saying that this powder gave unusually good results. Lightness, perfect baking, golden brown biscuit and cakes—and never a single failure.

Finally, this new baking powder was sent to one of the food authorities of the country—one who has been active in improving the nation's food supply. He was asked to give his opinion of it. He wrote: "RYZON has a tendency to restore to bread made with white flour some of the original elements contained in the whole wheat; it has qualities of excellence and physiological relations which entitle it to the confidence and patronage of the public."

**GENERAL CHEMICAL CO.**  
**FOOD DEPARTMENT**  
**NEW YORK**

Years of scientific research work, confirmed by this approval, are back of RYZON the Perfect Baking Powder.

You will find RYZON, beginning today, at your grocer's, or if he has not yet ordered, you will find it at a grocer's nearby.

Madam, you are a cook—in a way, you are a chemist. You value the appetizing quality of the foods you serve and you are also deeply interested in their wholesomeness. Therefore, you will naturally ask the question

### What is it that makes RYZON bakings different?

In answer to which, let us just say this: RYZON is a strictly American pure-food product. It is composed only of elements about which there is no question as to their healthfulness. It is a stronger powder and is so prepared as to retain its strength. It will produce baking results that are always the same in delightful quality.

RYZON is made by the General Chemical Company of New York, which numbers among its members and in its staff some of the most eminent men in chemistry. Men whom the scientific bodies of foreign lands have considered it a privilege to honor.

This company has for years been producing the elements that the foremost baking powder manufacturers use, and therefore has been in a position to study the baking-powder subject and make the improvements that the food authorities of this country have been calling for.

Most women have bought certain kinds of baking powder for years because of habit. Perhaps you use a certain kind because your mother did—because you have always used it. Don't let prejudice stop you from trying RYZON. It will open your eyes to—

### A new degree of baking goodness

The General Chemical Company already has a very large, fast-growing, and unusually successful business, without manufacturing baking powder, but it takes pride in having solved the baking-powder problem, and deems it a public service to supply RYZON.

Furthermore, it offers RYZON with an unqualified guarantee of absolute purity, healthfulness and general superiority. Back of this the General Chemical Company places, as an endorsement, its world-wide reputation for scientific accomplishments. Every grocer and distributing agent for RYZON is authorized to refund without question the entire purchase price to every person who buys a can of RYZON and is not entirely satisfied with it in every particular.

RYZON comes in 3 sizes:  
½-lb. tin, 10c; ¼-lb. tin, 18c; 1-lb. tin, 35c